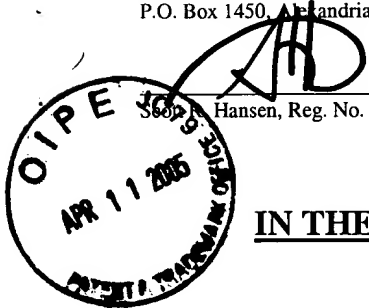


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Hansen, Reg. No. 38,486

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 09/684,055  
Applicant : Olenick et al.  
Filed : 10/06/2000  
Title : SYSTEM AND METHOD FOR GENERATING CUSTOMIZED  
AND/OR PERSONALIZED DOCUMENTS  
Art Unit : 2178  
Examiner : Paula, Cesar B  
  
Docket No.: : AVERY-65876  
Customer No. : 24201

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST TO RE-MAIL OFFICE ACTION OF 12/21/2004**

Dear Sir:

The Patent Office mailed an Office Action dated 12/21/2004 to:

Oppenheimer Wolff & Donnelly LLP  
840 Newport Center Drive, Suite 700  
Newport Beach, California 92660

However, on June 11, 2004, the Applicant submitted a new Power of Attorney listing the practitioners associated with Customer Number 24201 as the new attorneys of record. (Copy attached.)


As the Office Action was incorrectly mailed to the old attorney of record and was never received by the current attorneys of record, it is respectfully requested that the Office Action be re-mailed to the correct attorneys of record.

The current attorney of record became aware that the Office action existed on April 7, 2004 via the PAIR system. By that time, the response due date was long past.

Any fees that may be due may be charged to Deposit Account No. 06-2425.

Respectfully submitted,

FULWIDER PATTON LEE & UTECHT, LLP

By:   
\_\_\_\_\_  
Scott R. Hansen  
Registration No. 38,486

SRH:kk

Howard Hughes Center  
6060 Center Drive, Tenth Floor  
Los Angeles, CA 90045  
Telephone: (310) 824-5555  
Facsimile: (310) 824-9696  
Customer No. 24201

85883.1



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LOS ANGELES, CALIFORNIA 90045  
(310) 824-5555 • (310) 824-9696 FAX

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From: Scott R. Hansen / gbr

Re: Serial No. 09/684,055  
Title: SYSTEM AND METHOD FOR  
GENERATING CUSTOMIZED AND/OR  
PERSONALIZED DOCUMENTS  
Filed: October 6, 2000  
Assignee: Avery Dennison Corporation

Client/Matter: AVERY-65876  
(2866-US)

Number of pages (Incl. this page): 4

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Please enter the attached Power of Attorney and Statement under 37 C.F.R. § 3.73(b) and update our Attorney Docket No. to: AVERY-65876 (2866-US).

Also, please advise us of the status of this application and the name of the Examiner assigned.

Thank you for your assistance in this matter.

SRH:gbr

F/U 7/11/04

Docket No. AVERY-65876 (2866-US)

Serial No. 09/684,055

PTO/SB/97 (08-03)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Statement under 37 C.F.R. 3.73(b) form PTO/SB/96

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Serial No. 09/684,055  
Docket No. AVERY-65876 (2866-US)

PTO/SB/80 (12-03)  
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### POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint:

☒ Practitioners associated with the Customer Number:

24201

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

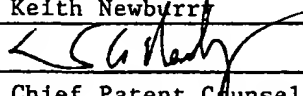
Assignee Name and Address:

Avery Dennison Corporation  
Corporate Center  
150 N. Orange Grove Bl.  
Pasadena, CA 91103-3596

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

#### SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name	Keith Newberry	Date	4-12-04
Signature		Telephone	(626) 304-2000
Title	Chief Patent Counsel		

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Avery Dennison CorporationApplication No./Patent No.: 09/684,055 Filed/Issue Date: October 6, 2000Entitled: SYSTEM AND METHOD FOR GENERATING CUSTOMIZED AND/OR PERSONALIZEDDOCUMENTS

Avery Dennison Corporation, a Delaware corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 014421, Frame 0667, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

June 11, 2004

Date

(310) 824-5555

Telephone number

Scott J. Jensen

Typed or printed name

Signature

Appointed Attorney

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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From: Scott R. Hays et al

Re: Serial No. 09/384,035  
Title: SYSTEM AND METHOD FOR  
GENERATING CUSTOMIZED ANIMATED  
PERSONALIZED DOCUMENTS  
Filed: October 5, 2000  
Assignee: Avery Dennison Corporation

Class/Matter: AVERY-61876  
(2866-US)

Number of pages (incl. this page): 4

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Also, please advise us of the status of this application and the name of the Examiner assigned. Thank you for your assistance in this matter.

SRH:ghr

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From: Scott R. Hanson / ghr

Re: Serial No. 09/684,055  
Title: SYSTEM AND METHOD FOR GENERATING CUSTOMIZED AND/OR PERSONALIZED DOCUMENTS  
Filed: October 6, 2000  
Assignee: Avery Dennison Corporation

Client/Matter: AVERY-65876 (2866-US)

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Thank you for your assistance in this matter.

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Docket No. AVERY-65876 (2866-US)

Serial No. 09/684,055

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